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to a billion dollar company disrupting the fitness industry with close to 1,000,000 U.S. dollars. Peloton is aggressively pursuing growth opportunities in new products (Tread & Digital).

Over the past 24 months, the Peloton Bike business has exploded and with aggressive marketing in 2019, the upward trajectory continues. But this is just the beginning. As the domestic market matures and evolves, it's critical we unlock the power of the bike to those who don't live in a studio cycling class. As we continue to shift the appeal of our product to a broader audience, we declare our category-of-one positioning to the masses. Given the baggage associated with spin bikes in general, the goal of this brief is to re-articulate our core value proposition.

Marketing Objective

Extend and build upon the core campaign idea "The best cardio machine on the planet" through digital and social executions that will help deliver our objective to re-position the Peloton cardio experience you never knew you needed. Specifically for digital this should drive the user journey through from consideration to conversion and purchase intent. See [spring campaign overview deck](#) for overview.

KPIs:

Campaign KPI: Bike sales

TVC KPI: Response Rates. Drives to onepeloton.com/Bike (expected 80% reach at launch)

Digital Campaign Objectives:

- Drive consumers through full-funnel / Journey / 'path to purchase'. From consideration to conversion and purchase intent. Ultimately helping to drive incremental billings.

Digital KPIs:

- CTR

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Campaign Comms Task

- GET: our core Serious About Fitness consumer
- WHO: is aware but not planning to buy because of the baggage that come bikes
- IQ: see Peloton is a whole new category
- BY: highlighting that the Peloton experience isn't just another way to get a immersive, engaging game-changing cardio workout the whole family will

Key Insights:

- The Serious About Fitness consumer who rejects Peloton, loves the energy group class provides, but only 6% are engaging boutique spinning
 - Access to bad and inconvenient gym classes, dated perceptions of warm up machine are all driving factors.
- Given 87% of consumers have a neutral or positive outlook towards Peloton but rather rejecting the product because they don't understand what it can do
- These consumers' needs are simple: they want a great cardio workout that is that's good worth the money. However, while Peloton can deliver on all the promises, it's not connecting those dots.
- While many consumers are falling out of the funnel, those who do move through the funnel have core statements:
 - It's more convenient to workout at home (69%)
 - I think Peloton is a great cardio workout (64%)
 - Peloton would be an addition to my current routine (75%)
 - Engage in spin (65%)
 - While those who are falling out of the funnel:
 - It's not worth the cost (85%)
 - I'm not convinced I'll stick with it (57%)
 - I don't want indoor cycling to be my primary form of workout
 - Don't engage with spin (64%)

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 Most common marketing / communication entry points

See [Peloton Brand Positioning \(May 2018\)](#) for more information


- **Who are we talking to?** Core target: "Serious About Fitness"
- **Key Attributes**
 - Serious About Fitness (SAF) consumers demonstrate distinct mindsets
 - Mindsets
 - Prioritize fitness
 - Enjoy the energy from workout classes
 - Look forward to working out
 - Behaviors
 - Follow regular exercise routine
 - Spend more than \$150 a month on fitness
 - Work out 4x or more a week
 - Share many top exercise preferences: Walking for exercise, jogging/running

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1. PRESENT YOUR STRATEGIC APPROACH TO EXTENDING THE CORE CAMPAIGN

- How do you approach (steps you take for) extending the campaign
- What elements do you feel are required in our core campaign to for
- How will you measure success?
- What (if any) insights / research would you carry out?
- Consider the full consumer journey: how would the campaign navigate / consideration through Peloton's path to purchase.

2. PRESENT 2-3 DIGITAL IDEAS THAT DELIVER AGAINST THE CAMPAIGN CARDIO MACHINE ON THE PLANET."

- Demonstrate how you would transcreate the TV concept for digital
 - Expand the core campaign idea for a digital audience / channels.
 - Optional:** Come up with a blue-sky digitally driven campaign that is broadening the appeal of the Peloton Bike, among our core SAF cycling at home" to an incredible cardio experience (does not have campaign platform).
- NB. Platforms should include but not be limited to, Facebook, Instagram
 - Express the activation ideas above through the most relevant and channels based on the idea - video, gif, images, etc. and rationale to create / optimize for the platform.

3. SHARE YOUR PROCESS AND WAYS OF WORKING THROUGH PRODUCTION

- Production: What are the steps you take to produce the above campaign? Considering the differing approach for 'transcreating' existing show an existing TV shoot and a stand-alone shoot / content capture.
- Cost structure: consider delivery of these concepts within a production or (2) \$300k production cost and show scale of executions / production
- Process: How do you approach working with the internal creative Creative agency inc. reviews / share-outs / adaptations
- If** relevant to your campaign ideas, share your approach to 'dynamic personalization' (including video formats, across channels including

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Useful (100%)



Not useful (0%)

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Mandatories/Considerations:

- The brand should feel familiar across all touchpoints - regardless of how digitally, it needs to hang together under the Peloton brand.
- While the digital execution does not necessarily have to be 'matching lugg cohesive campaign.
- Given the narrow timing for this campaign, consider to what extent season
- While we use the word bike freely, the "the Peloton Bike" is actually defined hardware software and content. Need to ensure we don't draw focus to th
- Keep in mind the importance of our category of one positioning, the goal is grow interest in spinning as an activity.
- [Test ride booking](#) and foot traffic to show rooms are key 'landing' environr
- While it is not a key KPI for digital creative directly, Customer acquisition c are measured against.

References:

- [Brand DNA](#)
- [Brand Voice](#) (July 2018)
- [Brand Guidelines](#) (August 2018)
- [Bike path to purchase snapshot](#) (2016)
- [SAF Segmentation](#) (May 2018)
- [Peloton Bike positioning](#) (May 2018)
- [Spring campaign overview deck](#).
- [Examples of previous digital ads for Bike](#)

Timing:

Milestone 1: Email RFP questions by (1/15)

- Share questions via email based on RFP, consumer insights, and campaign Peloton via email.

Milestone 2: 1.5 hour call (1/28 or 1/29)

- Come prepared to spend 30 minutes reviewing capabilities/background (v
- 30 minutes discussing how you'd work with Peloton's internal team and b objectives/thought starters laid out above.
- 30 minutes to share case studies and discuss in detail your process / app efficient 'personalization' at scale (including tools / platforms you might use within different channels and social platforms).

Milestone 3: Email submission (1 week prior to in-person pitchback)

- General Portfolio & Capabilities (per roles and responsibilities section)

Milestone 4: In person presentation (w/o 2/11)

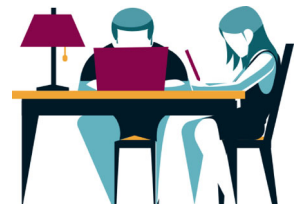
- Present agency pitch-back in a formal presentation to Peloton cross-funct

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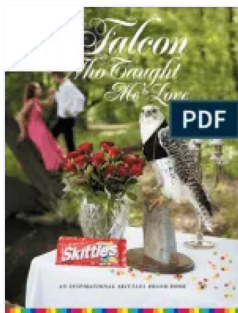
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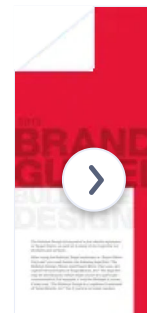
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Mark Manson

Kill Shot: An American Assassin Thriller

Vince Flynn

Collide: Book One in the Collide Series

Gail McHugh

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